

GUIDE TO
ECONOMICAL

COLD
TYPE

BODY COMPOSITION

A SELECTION OF IBM
EXECUTIVE TYPE STYLES

**BUCKINGHAM
GRAPHICS**

539 Custer Avenue - Evanston, Illinois 60202

PHONE: AREA CODE 312-475-1111

Variety...

This excellent body typography was reproduced by an unskilled operator using one of our IBM factory reconditioned machines. All of these faces are available for one week shipment from our Evanston plant. Price is \$395 for standard carriage — add \$23 for 16 inch carriage. All bear a one year service policy by IBM and are subject to a three day inspection trial period by you.

MID CENTURY

Many different methods of type setting have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical printing during the last two decades,

ARCADIA

Many different methods of type setting have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical

MODERN

Many different methods of type-setting have been used during the last 500 years. With the growth of lithography and expansion of photo-mechanical printing during

BOLD FACE No. 1

Many different methods of type setting have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical printing during the last two decades, there

BOLD FACE No. 2

Many different methods of type setting have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical printing during the last two decades,

HERITAGE

Many different methods of typesetting have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical printing during the last two decades,

COPPERPLATE GOTHIC

MANY DIFFERENT METHODS OF TYPE SETTING HAVE BEEN USED DURING THE PAST 500 YEARS. WITH THE GROWTH OF LITHOGRAPHY AND THE EXPANSION OF PHOTO-MECHANICAL PRINTING

TEXT

Many different methods of type setting have used during the a past 500 years. With the growth lithography and the expansion of Photo

DOCUMENTARY

Many different methods of type setting have been used during the past 500 years. With the growth of lithography and the expansion

Terms: 2% 10 days — net 30, or leaseable for \$72 down, \$36 per month for one year.

plus...

YES...send me one!

IBM Executive Typewriter with proportional spacing and carbon ribbon @ \$395.00 each (FOB New York, Evanston or Los Angeles).

TYPE STYLE _____

I understand each typewriter has been fully reconditioned by IBM and will be delivered in a factory sealed carton.

Installation will be by an IBM serviceman and a full one-year IBM service contract is included at no additional cost.

NAME _____

FIRM _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

FIRST CLASS
PERMIT NO. 661
Evanston, Illinois

POSTAGE WILL BE PAID BY

BUCKINGHAM GRAPHICS, INC.
537 CUSTER AVENUE
EVANSTON, ILLINOIS 60202

Versatility...

here are examples of the needlesharp enlargements and reductions you can expect from body composition produced on our factory-reconditioned easily-operated IBM Executive Typewriter.

50%

Many different methods of type setting have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical printing during the last two decades, there has been a constant demand for

MANY DIFFERENT METHODS OF TYPE
SETTING HAVE BEEN USED DURING THE
PAST 500 YEARS. WITH THE GROWTH OF
LITHOGRAPHY AND THE EXPANSION OF
PHOTO-MECHANICAL PRINTING

90%

Many different methods of type setting have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical

PAST 500 YEARS. WITH THE GROWTH OF
LITHOGRAPHY AND THE EXPANSION OF
PHOTO-MECHANICAL PRINTING

75%

Many different methods of type setting have been used during the past 500 years. With the growth of lithography and the expansion of photo-mechanical

PAST 500 YEARS. WITH THE GROWTH OF
LITHOGRAPHY AND THE EXPANSION OF
PHOTO-MECHANICAL PRINTING

150%

Many different methods have been used during t years. With the growth

PAST 500 YEARS. WITH T
LITHOGRAPHY AND THE EX
PHOTO-MECHANICAL

BUCKINGHAM GRAPHICS, INC.

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BUCKINGHAM GRAPHICS INC.

537 CUSTER STREET • EVANSTON, ILLINOIS 60202 • TELEPHONE: (312) 475-1111

Dear Interested in IBM Executive Typewriters:

The price of the IBM Executive is going from \$375 to \$395 effective July 1st.

This represents our passing on only part of a cost increase on these typewriters. As the older machines have been used up, we now furnish almost exclusively Model B machines which cost us considerably more. Most all of the typewriters we will be shipping from now on have new type so there is no chance of a nicked character.

As ever, the machines have been completely reconditioned and bear a one year service policy by IBM. While we are slightly behind on shipments at the present time, as long as your order is received by July 29th, even though it is shipped later, it will be billed at the old price. Do not hesitate to phone us collect.

Yours very truly,

Donald Buckingham

BUCKINGHAM GRAPHICS, INC.

DABuckingham:kk
encl.

July 29th

MANUFACTURERS OF THE SIMPLE-SIMON CAMERA